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WAR FOOD ADMINISTRATION
FOOD DISTRIBUTION ADMINISTRATION
150 Broadway, New York 7N.Y.

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Cleared by:
N.Y...Boston...Phila.
Regional OWI with a "B" rating

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January 6, 1944

T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

(P-o-t-a-t-o-e-s)

ANNOUNCER: Last week we reviewed foods for 1944...and how much we civilians were going to have of some of the important food groups...meat, fish, and poultry, milk and dairy products, fruits, and vegetables, and cereals. Today, we're going to discuss one of the plentiful foods you'll be able to serve often in your own Family Canteen during 1944...potatoes. And there's a great 1943 farm story behind this favorite vegetable you'll be seeing so much of in the market places this year. So today we've asked Mr._____ _____ of the Food Distribution Administration to bring us right up to date on potatoes...an inexpensive, yet rich source of energy. Mr._____, potatoes are a particular pride of the Northeast Region, aren't they ?

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FDA: Yes, the states in this section of the United States produce a large part of the total potato crop raised in the country. Together, these 12 Northeastern states harvested 137 million bushels of spuds, as compared to about 470 million bushels raised in the entire United States. That's over one-fourth, and a creditable contribution to our national food supply.

ANNOUNCER: So we owe our farmers special appreciation for this one job alone. Why, I can recall just a few months back when there was a real shortage of potatoes. We thought of them as a rare prize. How could that happen, and then this sudden tremendous harvest?

FDA: The thing that held potatoes up last May was the lateness of the crop caused by cold weather. But as early as July a huge crop started rolling to market, with about 35 percent more potatoes available at that time, than during the same period last year. And they've been coming along at a great pace ever since.

ANNOUNCER: I think the story of the potato harvest is something that many folks would appreciate. Harvest laborers from all parts of the United States and others from Canada and the West Indies, streamed in to help get the job done. These men and women were even honored in Washington for the splendid job they did.

FDA: Yes, and indeed they deserved recognition. The 1943 potato harvest was one of the outst anding farming jobs of the year... in a year when every ounce of food produced was particularly important.

ANNOUNCER: Well, I think we'll be able to use all these potatoes this year. They're one of our most popular everyday foods. And they've got what you might call palatibility plus, besides

ANNOUNCER: continued: many of the elements that help build and maintain body health and energy...

FDA: Two things we need in good quantity all the time, but most especially during wartime. Many people realized this last October when potatoes were designated as a Victory Food Selection. At that time, folks who had room to store them in their homes bought as much as cellars, back porches, and attics could hold, so they'd have the start of a good winter's supply.

ANNOUNCER: And the rest of us served potatoes as often as we could in order to take advantage of their food value, whether we had storage room or not. Potatoes are in one of the Basic Seven Food Groups...the group containing fruits and vegetables.....other than citrus fruits...tomatoes...or cabbage and salad greens.

FDA: Well, the potato story that started last October might have been marked "To be continued", because potatoes are still rolling to markets. It's important to see that all of them are used, so that there will be no waste of this essential part of our civilian food supply. There are still plenty of potatoes good for storing, and of course they're all good for eating. Incidentally, the potatoes coming to market now are exceptionally fine in quality. What's more, most of the potatoes have thick skins which helps keep them in good condition when you store them. And I hope that everyone is

FDA: continued: learning to get the most food value from this "fruit of the earth" by eating skin and all. So, if you have room for storage, and if you have used up some of that winter supply, fill up the storeroom again for the rest of the winter months. And of course, keep on using potatoes in your meal plans, and try all the new ways of fixing them.

ANNOUNCER: Here are some ways of getting the most good from potatoes. First of all, cook them in their jackets. Naturally, you're going to have to peel them sometimes, but when you do...keep the peelings thin. Some of those good minerals lie close beneath the surface of the potato. Another thing homemakers should remember is to peel potatoes just before they're cooked. Don't let them soak, or you lose minerals and vitamins. With all their fine food value, I think potatoes should be considered near the top of the list of Basic Fruits and Vegetables.

FDA: Yes, indeed. The Bureau of Home Economics of the U.S. Department of Agriculture recognizes potatoes as a good, year-round source of Vitamin C. They also contain Vitamin B--1, iron, and starch.

ANNOUNCER: Sounds as if you've been reading a book on good nutrition, Mr. _____?

FDA: Not exactly, but I have had a glimpse at a handy little pamphlet called "Potatoes In Low Cost Meals", published by the Bureau of Human Nutrition and Home Economics. There

FDA: continued: are some recipes in those few pages that make my mouth water just to look at the names of them. How's this for a line-up? The Perfect Baked Potato, and how to cook it, of course...Potato Hot Pot, with lots of tomatoes in it, and that favorite with everyone...Potato Pancakes. And I've mentioned only a few.

ANNOUNCER: They sound fine to me. Where can you get this booklet Mr._____?

FDA: Just address your requests to the Food Distribution Administration, 150 Broadway, New York 7, New York.

ANNOUNCER: And I'm sure that many of our listeners will want to have this convenient folder. Not only that, Mr._____, but you can be sure that every homemaker anxious to conserve ration points will be using plenty of unrationed potatoes throughout the winter months, even the left-overs in potato hash and potato cakes, and crusts for a meat-pie. The name of that pamphlet again is "Potatoes in Low Cost Meals". Send Your requests to the Food Distribution Administration, 150 Broadway, New York, 7, New York. Thank you Mr._____for joining us today.

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FOOD DISTRIBUTION ADMINISTRATION
150 Broadway, New York, 7,N.Y.

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T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

(E-g-g-s)

ANNOUNCER: There's usually a mouth watering aroma about kitchens... especially at this time of year, when the weather's cold, and you feel that something satisfying to eat is about the only thing that could really set you up for a long winter day. Well, there are few foods that can be fixed in so many different ways that you're certain to satisfy everyone with at least one or two dishes. One of these, however, which meets practically everyone's demands for his appetite and for good taste is eggs. Boil, scramble, or fry them. Eat them for breakfast, lunch and dinner if you like. Eggs can provide you with a deluxe brand of nutrition, unrationed and at a moderate price. Like many of our other essential fighting foods, eggs have been in the news recently because there are so many of them right now. Brown or white, large and small.... you'll find a good stock at the grocer's. And today we have a man with us who knows why there are so many eggs available, Mr._____ _____ of the Food Distribution Administration. I'd like to start the ball rolling by asking you to explain what's meant by "seasonal marketing" of eggs, Mr._____?

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FDA: A good starting point. You see, during the late winter and early spring months, egg production usually increases. That is, from now until about April, more eggs come to market than at any other time. So, we use the term "seasonal marketing".

ANNOUNCER: But if that happens almost every year, then how come so many more eggs on the market now than during past seasons?

FDA: Well, more chickens were raised during 1943 than formerly, and a large proportion of them came into production just last month. In fact, the number of laying hens and pullets on farms in the United States this month is at record levels. Even with military and Lend-Lease requirements to fill, there are still plenty of eggs for civilians to eat and to enjoy.

ANNOUNCER: Hats off to our poultrymen for that!

FDA: Yes, indeed, they did a fine job, and they're expecting to keep up the same high level of production this year. Now, I've a question to ask you: Do you know what makes eggs one of the best possible buys in food for your family?

ANNOUNCER: I know some of them and you can help me fill in the rest, Mr. _____. First eggs are a year-round protective food. And I know that they're an outstanding source of iron, and rich in calcium and phosphorus. All of these minerals are needed in the daily diet.

FDA: Eggs also contain Vitamins A, B-1, B-2, and D, -which gives them a better than average share of important nutrients. From the nutritive standpoint also, the yolk of the egg is greater in food value than the white.

ANNOUNCER: I think that about covers it, or can you add something Mr._____?

FDA: Only that the color of the shell doesn't make any difference in the nutritive value of eggs, you know. Brown or white, they're all good. The protein in the yolk and white of the egg is the kind that is needed by the body for the growth and repair of tissues. Incidentally, our poultrymen have a hand in determining the amount of vitamins A and D in the yolk of the egg. The more of these vitamins his hens get in their diet, the more there'll be in your eggs...and most modern poultry men are pretty careful about feeding these "queens of the barn-yard". In distinguishing eggs, the newly laid ones are usually dull and soft looking, rather than glossy and smooth.

ANNOUNCER: I'm sure that many homemakers would welcome some tips on buying eggs. And we might be able to use a few pointers on how to keep them at home until cooking time. Let's have your suggestions Mr. _____.

FDA: First of all, think about how you're going to use your eggs. You'll want the best-looking, delicately flavored ones for

FDA: continued

frying, poaching, and cooking in the shell. But a good egg in a smaller size or a lower grade may be used for other types of cooking. So choose the grade that fits your need and your pocket-book, bearing in mind that there's no difference in food values. Eggs are graded according to exterior and interior appearance. Medium or small ones are usually the "best buy". Try to purchase them in a store where they're kept in a refrigerator up until the time they're sold.

ANNOUNCER: I'll add to that... keep them in the refrigerator when you get them home, in the hydrator, or vegetable pan, if possible. That's to hold the moisture which is so necessary in retaining the freshness of the egg.

FDA: You women can take care of the buying and the keeping. I'm most interested in the eating. And I've been hearing a good deal about eggs being used as the main dish in some of those meals when you want to use as few ration points as possible.

ANNOUNCER: Yes, eggs are a fine protein alternate on a meatless day. They're included in the same Basic Seven Food Group as meat, fish, and poultry.

FDA: So they may be used to take the place of any of these foods in daily meal plans, or supplement them. And they combine well with the other Basic Seven Foods too. Now here's one idea: A vegetable dinner using the plentiful

FDA: continued

vegetables, of course...and a poached egg as the center of attraction. You'll find that one in some of our finest restaurants. The War Food Administration has had potatoes on its mind a good deal lately too. There are plenty of them, you know. So how do you think some scrambled eggs and good old American home-fried potatoes would appeal to a man's healthy appetite.

ANNOUNCER: I think it would be a fine combination. There are hundreds of good egg recipes and many of them are inexpensive and easy to prepare. Meals built around the use of eggs will save time in food preparation and fuel as well.

FDA: I hope all the folks who are listening Miss _____ are really going to take advantage of the current abundance of eggs in the market. It's one way of making the most of our total civilian food supply. And with such an attractive and nutritious food at the top of the list, everyone ought to plan on having eggs in as many meals as possible during the peak season.

ANNOUNCER: I'm quite sure we all will. And thanks for that background information Mr._____. Friends, you have just heard_____ of the Food Distribution Administration.

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150 Broadway, New York, 7, N.Y.

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T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

(C-i-t-r-u-s F-r-u-i-t-s)

ANNOUNCER: With clothing, furniture, and food, we've all been thinking in terms of conservation...getting the most out of everything we have. Now here's a kind of conservation that I doubt if we could find any place else in the world right now. The government is asking us to conserve some foods short in supply, by eating other fresh foods in seasonal abundance. It's probably the simplest conservation measure there is. And it certainly takes the strain off the weekly food and point budget. So, here we are in mid-winter with a fine, big supply of citrus fruits on the market...oranges and grapefruits particularly. This is the time to take advantage of their health-giving benefits. Mr. _____ of the Food Distribution Administration is here to discuss citrus fruits with us today. These are basic seven foods, aren't they, Mr. _____?

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FDA: You bet they are, with a top-notch Vitamin C rating, and required in every day's diet. You know, limes, pineapples, tomatoes, raw cabbage, and salad greens are also in this food group. But few of us have to be coaxed into eating oranges or grapefruit. These fruits

FDA: continued: have become year-round all-American favorites. At our house, we start every day with citrus fruit or juice. Why, just this morning, I had a glass of chilled orange juice for an eye-opener. And I'm sure that everywhere in America many families were also drinking this fine, fresh juice.

ANNOUNCER: Well, of course, citrus fruit is at the peak of the season now, so that's easy to understand.

FDA: And a lot of folks have acquired the habit of drinking orange juice. Did you know that between 1910 and 1940 we tripled our consumption of oranges from about 13 point seven pounds for each person each year to forty-one pounds in 1940.

ANNOUNCER: How do you account for that?

FDA: I think the number one reason for it is that we've come to recognize the splendid nutritive value of all the citrus fruits. A good quantity of Vitamin C means protection against scurvy. That's a disease which sailors often suffered on long voyages when there weren't enough of the Vitamin C foods available to make up a balanced diet.

ANNOUNCER: Just how much of this Vitamin does a person need for good health?

FDA: Well, if you were depending on orange juice alone for your

FDA: continued: Vitamin C, you'd need about 6 or 7 ounces fresh juice and pulp. That's less than a tumbler-full. With grapefruit juice, it would be exactly the same. Lemons aren't quite so potent and limes are a little less potent even than lemons.

ANNOUNCER: How do tomato juice and pineapple juice compare with orange juice in Vitamin C content?

FDA: Both of these juices are about a half to two-thirds as rich in Vitamin C as fresh orange juice. You know, I was talking to a Market News Man the other day who had alot to say on the subject of oranges, particularly. They go through alot before they get to the market. Down in Florida, he had seen the plants adjoining the orange groves where they wash and grade the fruit. Every orange goes under a sort of X-Ray test to see if there's any frost. The girls who grade the oranges can detect any damage to the fruit in this way. Grading plants are under stringent regulations. He also told me that many of our oranges are now being juiced <u>at the point of growth</u> for overseas shipment to our fighting men.

ANNOUNCER: With that in mind, we're fortunate that our citrus fruit production is large enough this year to take care of <u>all</u> our needs, <u>civilian</u>, and <u>military</u>.

FDA: Growers have done an excellent job by considerably increasing

FDA: continued: production. And don't forget that citrus marmalades are unrationed. There's a story behind those too. You know, some time back when old man depression was beating at the door, many homemakers kept him away by making these delicious jams and jellies right at home, and establishing their own brands. Of course, large factories do the same thing. But some of the tourists send back year after year for their favorite homemade brand of this delicious fruit product. That goes for candy and fruit cakes made with orange and grapefruit too. As you drive near these plants, you can get wonderful whiffs of that fine flavor.

ANNOUNCER: Even up in this section of the country, homemakers make their own orange marmalade...it's not a bit difficult. But Mr. _____ I do have a problem! How would you select oranges to get the most for your money?

FDA: Well, marketing specialists tell us that if you buy the smallest oranges you get the most orange or lemon for your money. They say that usually the price is big enough so that the little fellows are nearly always the best buy. And incidentally, the peeling of citrus fruits is about three times as rich in Vitamin C as an ounce of juice and pulp.

ANNOUNCER: You really get the full value from citrus fruits if you use the peelings. That should be a point in favor of home-made delicacies made from peelings, shouldn't it?

FDA: It's a lot of points when you think of all the ways you can use peelings. The Greeks had a way with them for instance...grating fresh peeling and mixing it with honey or sugar to make a spread. And some people use a good deal of citrus peeling in cooking. Then there are the two most popular ways...citrus marmalades and candied citrus peel.

ANNOUNCER: Don't you lose a lot of vitamin C in cooking?

FDA: Some, but not as much as nutritionists once thought we lost. Citrus fruit skins are especially good when it comes to holding on to the Vitamins during cooking.

ANNOUNCER: There's really no limit to uses if you want to use your imagination with the citrus fruit family.

FDA: No, and now is the time to turn the recipe file to C for citrus. Supplies of citrus fruits in most places over the country are likely to be at their peak for the year. This also means that prices probably will be at their lowest level.

ANNOUNCER: So let's all take advantage of both the supply and convenience to our "Family Canteen" budgets! Thank you Mr. _____, and thanks to the marketing men of the Food Distribution Administration who certainly "know their oranges and grapefruits".

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Office of Distribution
150 B'way, New York 7, N.Y.

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T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

(February brings_____)

ANNOUNCER: If you feel that your meals need some good-jacking up after a post-holiday lull, then you can look forward to February with a good deal of enthusiasm. The other day, Mr. _____, of the Office of Distribution, War Food Administration, showed me an attractive looking list of abundant foods available during the coming month. So today, I've asked him to bring it up here with him and go over it with me in terms of some interesting ideas for "Family Canteen" menus in February. You know, Mr. _____, this is a big month for entertaining at home. There's Washington's and Lincoln's birthday.

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FDA: And Ground Hog Day, and St. Valentine's Day too. If the way to a man's heart is through his stomach, then listen to the list of plentiful foods for February. It's headed off with potatoes and citrus fruits. Then point-free canned green and waxed beans. Frozen baked beans are also pointless and so are frozen vegetables, except for peas, corn, and lima beans. Some of the other foods on the list are the soya products, fresh shelled eggs, and shelled peanuts and peanut butter. Cereal foods, including lots of biscuits and crackers are expected to be plentiful all year.

ANNOUNCER: My goodness, there are plenty of possibilities right there, without touching the ration books. Are any other foods specifically abundant in this section of the country?

FDA: ****** Cabbage and carrots in the fresh vegetable department. These two have been coming up from the southern producing areas right into the eastern markets.

ANNOUNCER: How about meat, Mr. _____?

FDA: You can go heavy on the variety meats, except for calves liver. But if you're up on your wartime nutrition, pork liver has even more food value, and it costs only about a third as much. And you can depend on lamb and beef liver for plenty of nutrition benefits too.

ANNOUNCER: Abundance in food during wartime is not usually nation-wide for a certain food at a set time, is it?

FDA: No, while some abundant foods are plentiful throughout the country, and some are in good supply regionally, most of the abundances are usually right in your local area. This is especially true in war-time. You see, there may not be enough trucks, freight-cars, and storage warehouses to cart the food away or store it. But at the same time there may be unusually good growing conditions in one area. That's why it is so important to use foods that are plentiful...so that none of them go to waste.

ANNOUNCER: And we do need them to replace the supplies of scarce ones.

FDA: Yes, you have to pay attention to food supplies on the market these days. It will mean many savings...ration points..one thing; dollars for another. Let's take one of these fresh vegetables, now coming to market...a head of cabbage. What can you do with it? Well, in the main course of a meal, for instance, you can serve stuffed cabbage with left-over me at. To carry the idea through on a one-hundred percent abundant food plan, the meat in the middle might be a variety meat, stretched with soya flour or grits, now stocked in many groceries too. Or, of course, you can use cabbage wedges or salad, or serve it just as a cooked vegetable.

ANNOUNCER: You haven't even mentioned that cabbage is one of the big Vitamin "C" foods...A Basic Seven Vegetable which could be included in every day's diet.

FDA: I'll evade that acusation by saying that every food that I've talked ab out has a place in the Basic Seven wheel of nutritious foods needed to balance a daily diet plan. Oranges and grapefruit go into the same group as cabbage. Why, among the three of these plentifuls, you can really fill your market basket full of vitamins, The other day , by the way, I was looking over an interesting citrus story, and came across a suggestion for homemade marmalade made with whole, thin-skinned fruit, or with fruit skins saved from the breakfast orange juice. The recipe for the peel marmalade gave 56 oz. of this spread, and the cost was skinned down to twenty-five cents.

ANNOUNCER: While you've been talking of fruit, I've been pondering those difficult main courses. Now, frozen baked beans sounds like a good possibility for a meal that has to be whipped up in a hurry.

FDA: They are...a real time saver for anyone who has to come home from work and pop something into the stove. The baked beans can serve as an alternate for a meat dish, you know. Don't neglect those canned green and wax beans that are now off the ration lists. They're in the green and yellow vegetable grouping of Basic Seven Foods.

ANNOUNCER: I'll bet there are lots of homemakers who haven't ever tried using up the left-over beans in a salad with a tart vinegar dressing.

FDA: That's an excellent idea. I'd like to add a few words on plentiful foods in general. You know we used to be rather careless about meals. But wartime meal-planning takes skill not only in cooking , but in budgeting both points and food, and determining food values. We have to budget our food money carefully...and make sure we don't pay more for food than ceiling prices require us to pay. And we have to budget ration points too. Most of you have learned to do this during the past year. But you still hear many folks complaining about foods "short" in supply. It may be very true that some of their favorite foods have gone off to war, or that there just isn't enough to meet the huge demands on our food supply. But watch the grocer's shelves and try to use the

FDA: foods that are plentiful as often as possible. Plentiful foods will help you have nourishing meals. And the more foods you take from these lists, the easier your meal-planning will become. Your radio station and your local nutrition committee will be supplied with lists of these foods regularly from the Civilian Food Requirements Division of the Office of Distribution, War Food Administration.

ANNOUNCER: And here's today's review of the wholesale fresh fruit and vegetable market. (Conclude broadcast with Wartime Food Bulletin. This may be secured from the Market News Offices in Boston, Baltimore, Philadelphia, Pittsburgh, and New York) Friends, you have just heard Mr._____of the Office of Distribution, War Food Administration.

***Check local mark t before broadcast